



SOCIAL ACTORS' REPRESENTATION IN ONLINE MALAYSIAN NEWSPAPERS DURING ELECTIONS: A TRANSITIVITY ANALYSIS OF NEWSPAPER TEXT

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Abstract

Purpose of the study: This study aimed to find out the meaning behind the text of two streams of online newspapers in Malaysia, the present study is conducted on 'Malaysiakini' (independent newspaper) and 'The News Straits Times' (mainstream newspaper).

Methodology: The research employs Norman Fairclough (1995) Critical Discourse Analysis (CDA), which is analyzed with Halliday's Systematic Functional Linguistics (SFL) based on social semiotics analysis (1985). Transitivity Analysis of text is based on Halliday's work by Matthiessen (2014). Sixteen-16 (6,125 words) hard news is selected from 'Malaysiakini' and five-5 (2,270 words) from 'The New Straits Times' based on the 'defamation' category, which is selected from one week before elections. The selected dates of data are 3rd May till 9th May 2018. The news reports are selected on social actors' performances i.e. Dr. Mahathir Mohamad and Najib Razak, which are based on van Leeuwen's (2005) social semiotic framework.

Main Findings: The results show Malaysiakini has portrayed independent views and given fair portrayal to both political social actors as compared to 'The News Straits Times'.

Applications of this study: The study can be useful in print journalism in which grammatical words' analysis through the process of transitivity leads to determine the inclination of the newspaper towards a political party.

Novelty/Originality of this study: The study may benefit readers in existing knowledge as elections' social actors have not been analyzed earlier grammatically.

Keywords: Online Newspapers, Malaysian Newspapers' Election Coverage, Transitivity Analysis, Social Semiotics Analysis, Journalist Voice in Hard News, Critical discourse analysis.

INTRODUCTION

In a communication process, language acts as a medium and the text is behind the linguistic system which gets impressions and influences from the context (Halliday, 1999). Language is a system of grammatical and lexical items, which have a relationship with its context (Halliday, 1999). The language has a vital role in the news media, which has emerged as a political institution and known as mediatized (Schudson, 2002). It is designed in a way to make people understand the communication of social environment (Aakhus, 2007). In politics, the design for effective communication is based in language, which can be verbal or written to attract towards the message of a speaker/writer. In terms of newspapers' text, it has great influence and which also depicts different ideologies when one reads the same news story in different newspapers with different images or expressions. That leads to discover the ideology behind the news, which forces it to transform into present condition. In this situation, the power relation between the news, journalist and news institution emerges. As per Michel Foucault's concept of discourses the semantic constructions of reality from specific aspects is that serve the interests of particular social or historical context (van Leeuwen, 2008). Foucault's concept is supporting the effects of power relations on news stories of newspapers and which is obvious from reading the same news in different newspapers but with different angles.

Media as a cultural source in the political world is considered political 'kingmakers', which legitimize or de-legitimize different positions as media discourse (Leong, 2015). The portrayal of political news in textual form has great influences on readers. As Fairclough (1995) stated that texts are social life spaces by comprising of cognition process and social interaction. And by considering 'context' of language as a notion leads to the useful investigation (Halliday, 1999). By adding context with the language investigation it creates a dialectical relationship between them.

By looking at three approaches towards language i.e. the performance of social organizations, political economy and cultural effects/traditions recognizing that the language as a form of culture (Schudson, 2002). It is seen that the media outlets and their employees often make policies by considering public opinion by putting their own interests first and favor politicians also. By lobbying they act as an interest group in society. In this way, the mediatized political communication facilitates the deliberative legitimized process in society (Habermas, 2006). Today, media and politics have become

dependable to each other ([Bagdikian](#), 2007) and it plays as a 'political actor' ([Page](#), 1996). The politics identifies and shapes the language and decision lying to us to decide the actual meaning of utterances ([Joseph](#), 2006).

The hard news of newspapers depicts the ideology of newspapers by its portrayal of a particular event in a particular way, which distinguishes it from other news institutions' portrayal style of news events. The hard news is the first-hand information that the reader wants of current happenings. Journalists depict the reality as objective reporting for acceptance of audience 'as it actually is' ([Allan](#), 2010, pg.94).

In this article, for seeking the representation process in news discourses in Malaysian cultural politics has brought clarification of power distribution among the society. It is attempted to explore the extent of the news discourses that we're able to depoliticize their meanings, values, and beliefs with inequalities. For this purpose 'Malaysiakini' as an independent and 'The New Straits Times' as a mainstream online news portals' hard news of elections' span has been analyzed.

Background of study

Malaysia has a parliamentary government with constitutional monarchy. The Prime Minister is the head of government, who is selected through elections for the term of five years. 14th General Election, May 2018 has been portrayed well by the news media and results have become historic. As [Parameswaran](#) (2018) stated that Barisan Nasional (BN) under the leadership of then Prime Minister Najib Razak, who was facing 1Malaysian Development Berhad (1MDB) corruption scandal received declining support over the past few years. BN had been in government since 1957. In contrast, Pakatan Harapan (PH) founded in 2015 with a coalition of Democratic Action Party (DAP), Indigenous Party (Bersatu), People's Justice Party (PKR) and Malaysian and National Trust Party (AMANAH) under the leadership of Dr. Mahathir Mohamad.

The Press in Malaysia

In Malaysia, journalists feel hesitant to cover generally sensitive issues as these would offend those in power ([Ho K.C et al](#); 2003). Media is largely controlled by acts like The Official Secrets Act, The Printing and Publication Act, Internet Security Act and Sedition Act. The ruling party influences directly or indirectly all mainstream media so, media in Malaysia cannot be explained as fair ([Ho K.C et al](#); 2003). Apart from the acts media also go for self-censorship. To cater to the declining readership in 1990-2000, a lot of online newspapers were later launched to cater to the economic crises in the country. By keeping the view to embrace the 'Information Society' which is imminent and inevitable and it is the only choice for developing nations to embrace new technology ([Postill](#), 2014). This step was taken on the basis of Malaysian Multimedia Super Corridor (MSC) launched in 1996.

By taking benefit of the internet, the very first online newspaper was launched on 20th November 1999, which gained the reputation of the unbiased source of Malaysian news with having exclusives which mainstream was not carrying ([Ho K.C et al](#); 2003). Being a political news web portal its real importance highlighted in 'Reformasi era 1998', which a struggle was against then Deputy Prime Minister Anwar Ibrahim, who was sacked by then Prime Minister Dr. Mahathir Mohammad on the charges of corruption and misuse of authority. Secondly, it's a free portrayal of Bersih rally in November 2007 for fair and free elections' demonstration and thirdly on 25 November 2007 on portrayal of Hindu Rights Action Force (Hindraf) rally in which mishandling of protesters by government officials was visually shown also on its web portal. Those were protesting and demanding their equal rights in multi-ethnic society. The portrayal of these three initial rallies paved the way for Malaysiakini to gain the reputation of being an independent online newspaper without government influence ([Postill](#), 2014).

In contrast, 'The New Straits Times' (NST) is the oldest newspaper of Media Prima Company, which is founded in 1845 and re-established in 1974. Being a mainstream newspaper it dropped its readership to 34% as AC Nielson (2000) stated in the book to catering its downfall readership it came online ([Ho K.C et al](#); 2003). Prima Media owns Harian Metro and Berita Harian newspapers along NST. The ruling government has shares in Media Prima and they operate through investment arm ([Sankar](#), 2013).

LITERATURE REVIEW

By looking at the last five years (2015-2019) researches it has been seen that internet is linked with the process of democratization of news production and distribution ([Heer et al](#); 2019), which is evident from Malaysian political history also but the linguistics stances of independent and online newspapers on elections 2018 have not been investigated so far in comparison to show their inclination towards any political party. To fill this gap of linguistics stances' comparison, the research is conducted to bridge the gap and open up new dimensions for further studies to opt the same linguistics analysis framework. As [Jóhannsdóttir](#) (2018) stated in his research on Iceland press that online traditional newspapers are shaped by their institutional norms, not by the internet. The findings suggest that commercialization has increased in online newspapers with the emergence of internet services so; the portrayal of news has an effect on commercialization, news institutions, and journalists.

[Noor](#) (2017) researched on online newspapers by having a framework of Critical Discourse Analysis and Systematic Functional Linguistics. She worked on a Malaysian graduate employability issue which is construed in discourse of public in English, which is considered a powerful language in Malaysia. In Malaysian settings the direct quotations had been

found in mainstream newspapers with government to show the supporting material instead of only newspaper voice by journalist. It shows the shadows of government control. In contrast, independent newspapers had shown liberalism and voice of its journalist could be heard as unbiased reporting. In another research ([Ksiazek et al; 2016](#)) it is stated that the online newspapers have created a lot of interactivity. With online interactivity, user-user interactivity is driven which is the need for social interaction ([Ksiazek et al; 2016](#)).

METHODOLOGY

Critical Discourse Analysis (CDA) of Norman Fairclough (1995) is employed with the Systematic Functional Linguistic (SFL) analytical tool of Michael Alexander Kirkwood Halliday (1985) based on his latest work with Matthiessen (2014). The social actors are framed on the social semiotic approach of van Leeuwen's (2005) which is the basis of selection of news reports.

The objective of the Study

The study is meant to answer three objectives i.e.

Objective 1: To find the portrayal of social actors in news reports of Malaysiakini and The News Straits Times before elections by grammatical analysis.

Objective 2: To find out the coverage of both newspapers given to social actors grammatically.

Objective 3: Thirdly to find, which social actor gets positive portrayal as a doer in both newspapers.

Norman Fairclough theory of Critical Discourse Analysis

Critical Discourse Analysis (CDA) draws ideological concepts from the social theory and recognizable contributions are from Karl Marx, Jürgen Habermas, Antonio Gramsci, Louis Althusser, Michael Foucault, and Pierre Bourdieu. CDA examines power relations and ideologies involving in discourse.

The study employs Foucault's (1980) ideology notion, in which he is on the point of human resisting against the objectivizing force. As per his concept there are three types of power struggle i.e. 1) struggle against subjects 2) struggle against discursive practices 3) struggle against self-subjectivizing ([Daldal, 2014](#)). Power can be found in society everywhere, from which escape is not possible as describes Foucault's notion of ideology by [Daldal](#) (2014). Foucault described an episteme as the set of relations that combined together or united in a specific time, giving rise to systems, figures and epistemological sciences, which are defining the particular discourse, occurring at a specific time ([Foss&Gill, 2009](#)).

CDA is a technique used to explore the hidden ideologies behind texts, which is based on the notion that language is an important part of discourse. CDA has an aim to disclose the certain social expressions in which language has taken the molded form on the basis of its context/circumstances. As stated by [Fairclough](#) (1995) that texts are social spaces in which social interaction and cognition are two fundamental social processes. The social practices are attached to the specific historical contexts and by which existing social relations take the existing shape and serve different interests ([Janks, 1997](#)). [Janks](#) (1997) further explained that CDA model by [Fairclough](#) (1989, 1995) consists of three processes of textual analysis which are related to three discourse interrelated dimensions. The three dimensions are:

1. Object Analysis;
2. The object production and received in the process
3. The context and socio-historical context responsible for the processes.

Fairclough text goes through three processes before getting a shape i.e. 1) Description of text; 2) Interpretation Process and 3) Explanation Process. [Fairclough](#) (1997) has explained that the language is effected socially then it molds accordingly in production and then interpreted (figure 1). This relationship between language and discourses is dialectical. A dialectical relational approach to CDA links language with ideology and power, which creates a relationship between event (discursive) and social structure ([Wodak, 2006](#)). This framework supports critical discourse analysis in which texts cannot be taken out from the analysis of institutional and discursual practices ([Fairclough, 1995](#)).

Social actor representation by van Leeuwen

In the existing study, Dr. Mahathir Mohammad and Najib Razak were taken as social actors. Both actors had been chosen on their active and current political status in election 2018. Social actors are textual instantiations of models in particular role in analytical discourse category and they can be included or excluded as per requirement and by van [Leeuwen's](#) (2005) model ([Dawari&Moini, 2016](#)). The social actors were selected in the following categories as per their role in context i.e. Individualization, Activation and Passivation, Nomination, Personalization, and Functionalization.

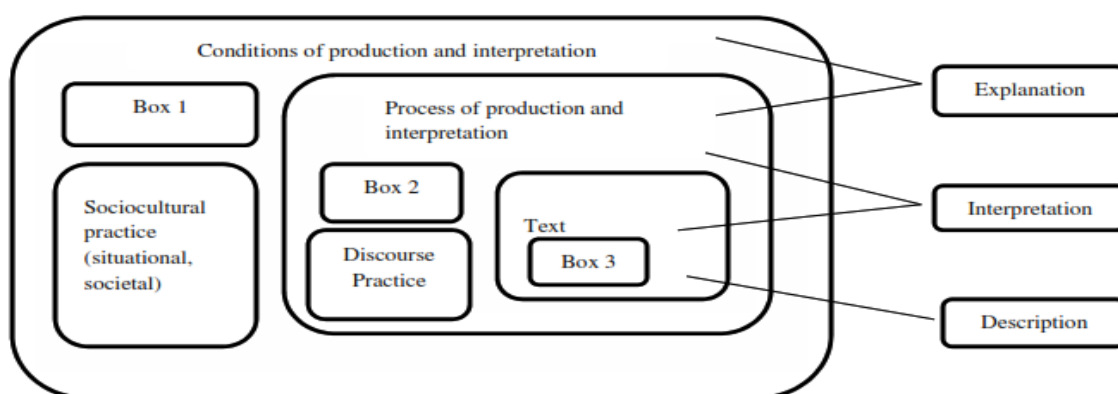


Figure 1: Methodological Framework by Fairclough (Janks, 1997 & Fairclough, 1997, pg. 59)

In the ‘Individualization’ category, social actors were chosen as individuals (van Leeuwen, 2005). In the category of ‘Activation’, they were an as dynamic force and identify as ‘doers’ (van Leeuwen, 2005). While in ‘Passivation’ category they were as a beneficiary ‘doers’. In grammatical roles, they commonly fall under goal, beneficiary, phenomena and receiver roles (van Leeuwen, 2005). In ‘Nomination’ process social actors are represented with proper nouns (van Leeuwen, 2005). In the category of ‘Personalization’, the actor was chosen as an influential person who was involved and responsible for his actions (van Leeuwen, 2005). The ‘Functionalization’ occurs on the social activity of social actors in context by his performance (van Leeuwen, 2005). Social Semiotic ‘Functionalization’ process is based on Halliday’s Systematic Functional Linguistics (SFL) in which social actors were analyzed grammatically under ideation function of language.

Systematic Functional Linguistics

Michael Alexander Kirkwood Halliday introduced Systematic Functional Linguistics (SFL) in 1978 by providing ground for the analysis of linguistics. The systemic functional study is found in the analysis of CDA in the work of Kress, Hodge, and Trew (1979), van Dijk (1985), Wodak (1989), Fairclough (1989) and Fowler (1996). Halliday’s concepts of SFL have been reviewed by Martin (2000) and Young & Harrison (2004), Halliday & Matthiessen (2004, 2014), Eggins & Unsworth (2004), van Leeuwen (2005), Halliday & Greeves (2007) and Martin & Rose (2007) by illustrating the CDA and SFL connection.

SFL particularly focuses on clauses, which is rooted in structural grammar. As per Halliday, the context is a social angle that affects the language. He explained the concept of transitivity as transmission of ideas by a semantic system that analyzing the representation of reality by linguistic texts. In SFL, text is analyzed in four ways i.e. context, semantics, lexicogrammar, and phonology. In ‘context’, language is categorized into two parts i.e. the context of culture and context of situation. In ‘context of culture’ the language gets its shape as per cultural values. The ‘context of situation’ is categorized into three terms i.e. field, tenor and mode (Figure 2). In ‘field’, the status of language appears, in ‘tenor’, the language role is defined while in last term that is ‘mode’, the role of language has emerged in existing situation (Matthiessen & Halliday, 2014). Halliday has further proposed three metafunctions of language in three dimensions of social contexts i.e. interpersonal functions, textual functions, and ideational functions.

The study is coming under the ‘transitivity process’ (ideational function), which comes in the nominal group, which denotes a broader class of phenomenon as compared to other groups. The nominal group included nouns, determiners, adjectives, and numerals, which come in one description and that, are experiential function. It also describes logic (logical function) as well. The logical function sets up logical–semantic relationships between clauses. In the existing research news reports’ text was analyzed through ideation stratum (clauses) by applying transitivity analysis, which comes under lexicogrammar stratum in SFL. The clauses are the main channel in grammar, which are located under their metafunction context (Matthiessen & Halliday, 2014). The ‘ideation’ function is categorized under the processes in which each actor was analyzed as per his role; the processes are named as a material process, mental process, verbal process, relational process, behavioral process, an existential process.

The material clause construes a change in the event by showing the actor in a participant role – the Actor (Matthiessen & Halliday, 2014) e.g. ‘Ali’ started ‘eating’. In this Ali is an ‘Actor’ and his action ‘eating’ (verb) is associated with him. There are also other participants’ roles of ‘Actor’, which are associated with the process and these are Scope, Client, Recipient, and Attribute. In the verbal process one experiences dialogic passages as ‘Sayer’ (Matthiessen & Halliday, 2014) e.g. Sabah said that “she will complete the task”. In this example ‘Sabah’ acts as a ‘Sayer’. There are three functions of participant in verbal process i.e. Receiver, Verbiage, and Target. The mental clause is associated with our consciousness, which construes a change in the existing events (Matthiessen & Halliday, 2014) e.g. Sarah heard a loud noise. In this example ‘heard’ is mental process, which is experienced mentally. Sensor and Phenomena are other roles, which are associated with mental processes.

The relational clauses are having the main verb as 'be' and 'have', which bring change in a clause (Matthiessen & Halliday, 2014) e.g. These books are of my brother. In this example 'books' are shown in a relational clause (belonging) as they belong to my brother. The relational clause structure can be either Possessor/Token/Identified or Attribute/Value/Identifier. In the behavioral process, the behavior of participants construes change in a clause (Matthiessen & Halliday, 2014) e.g. Ahmed was running. In this example 'running' is showing 'Behaviour/Behaving' of an actor, which is giving meaning to a reader about happening. In existence process, the main feature of text is 'Theme', which construes information by its existence (Matthiessen & Halliday, 2014) e.g. There are many cars in the ground. In this example 'there' (theme) representing the presence of cars at a particular place (ground-existential).

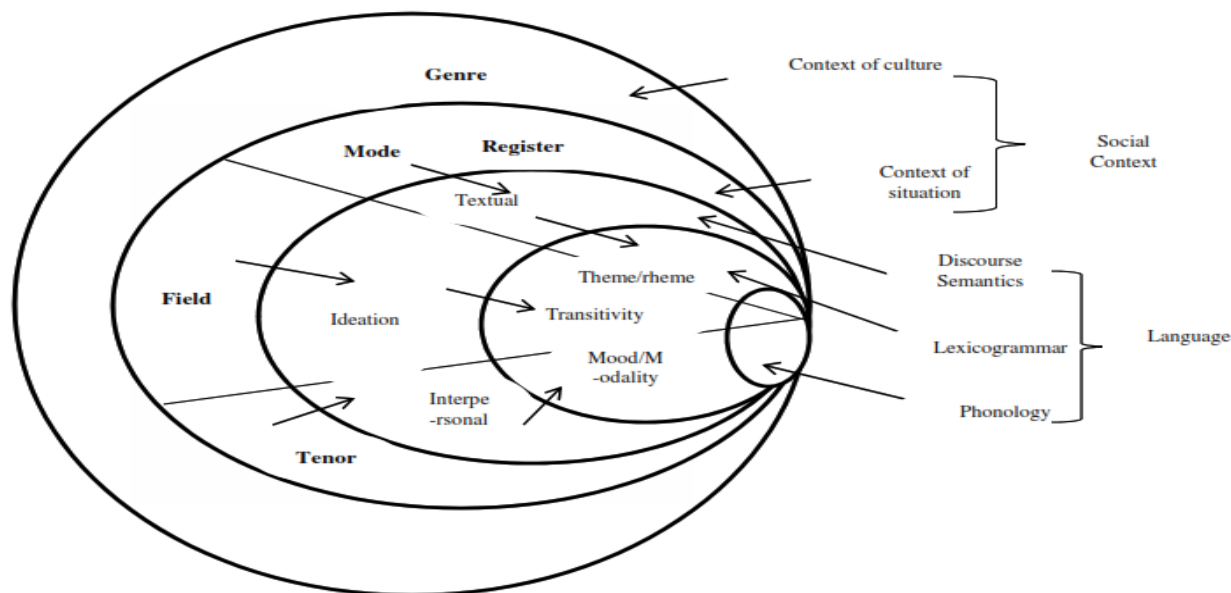


Figure 2: Communication Levels of Language - (Eggins, 2004, pg.111-112)

Data Collection and Procedure of Analysis

News reports had been downsized on the basis of social actors. The social actors in research are 'Dr. Mahathir' from 'Pakatan Harapan' (PH) and 'Najib Razak' from 'Barisan Nasional' (BN). The total number of news reports is twenty one-21 (8,395 words). From 'Malaysiakini' sixteen-16 news reports (6,125 words) and five-5 (2,270 words) news reports had been downsized from 'The New Straits Times'. The time frame of collection of data was one week before election i.e. 3rd May till 9th May 2018 on defamation category first and then selected on social actors' performance as a doer. The news reports were manually downloaded and pasted in word. On second stage they were pasted in widely available 'Excel' spreadsheet software package in form of clauses for transitivity analysis of text in three stages i.e. processes, participants and circumstances (activation and passivation role). Afterward, summing of each process type presence already divided into clauses and they were assumed to be equal to 100%. Finally, by comparing the results in percentages of each social actor we continued to determine the frequent type of process in text. The text comparing/analysis in transitivity process reflected the nature of text used in news reports in particular time frame.

DISCUSSION / ANALYSIS

The results are based on social semiotics analysis in two categories of van Leeuwen's (2005) framework i.e. deletion and role allocation of social actors.

Inclusion and exclusion

The inclusion/exclusion process of the social actor is categorized under the deletion category, which is a central concern in critical discourse analysis. Discourses can be excluded or included in the elements of social practice for representing certain kinds of actors for suiting our interest and purpose (van Leeuwen, 2005). Sometimes they seem to be irrelevant to study and showing that imposing others' ideologies on its readers. The researcher can exclude that social actor which is leading reader to another direction. The social actors apart from selected ones are excluded in this study and have found irrelevant to study, which are based on twenty-four clauses only.

Role allocation

As stated by van Leeuwen (2005) that discourses can be rearranged the elements of social practices as in reality it is presented in a specific order, applying specific action as well and then there is no need to change the order. This study

had examined the representation of two social actors in ‘Malaysiakini’ (independent online newspaper) and ‘The New Straits Times’ (mainstream newspaper) i.e. Dr.Mahathir Mohamad and Najib Razak with regard to their actions as ‘doer’ and by considering their actions inactivation and passivation role.They were analyzed as most active doers in a clause and secondly in a beneficiary role, where they were presented as benefitted from the context/situation.

Transitivity analysis

The social actors in transitivity analysis were involved in different roles as a participant. Firstly they are analyzed through process types and then secondly against their participant role, which had been given to them in particular clause as per their actions e.g. sayer, verbiage, goal, actor, beneficiary, token, affected, phenomena, scope, target, etc.

DISCUSSION

The social actors’ performances are summarized below in their different roles. The percentages’ comparison is verifying the results in their various roles and presentation of data in the bar diagram (Figures 1-6) is giving a clear perception of each social actor’s standing with others in the same context (Tables 1-5).

Table 1: Role Allocation of Social Actors

The New Straits Times	Role Allocation	Dr.Mahathir	Najib Razak
Malaysiakini	Activation Total = 74	12 (16%)	62 (84%)
	Passivation Total = zero	Zero	zero
	Role Allocation		
	Activation Total = 167	82 (49%)	85 (51%)
	Passivation Total = 28	13 (46%)	15 (54%)

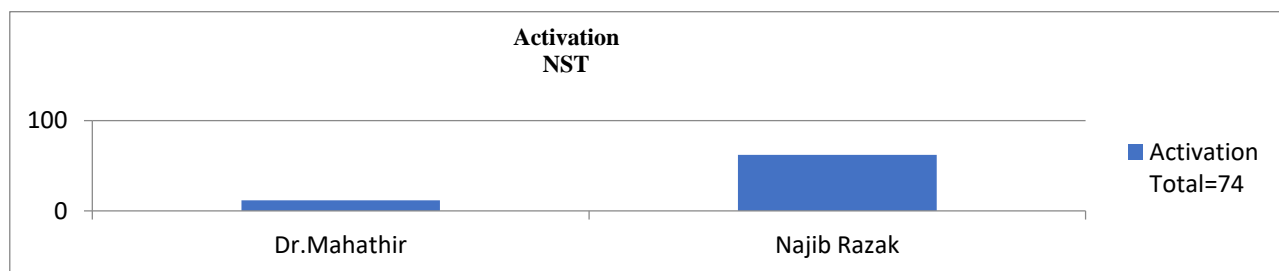


Figure 3: Activation Role of Social Actors in ‘The New Straits Times’

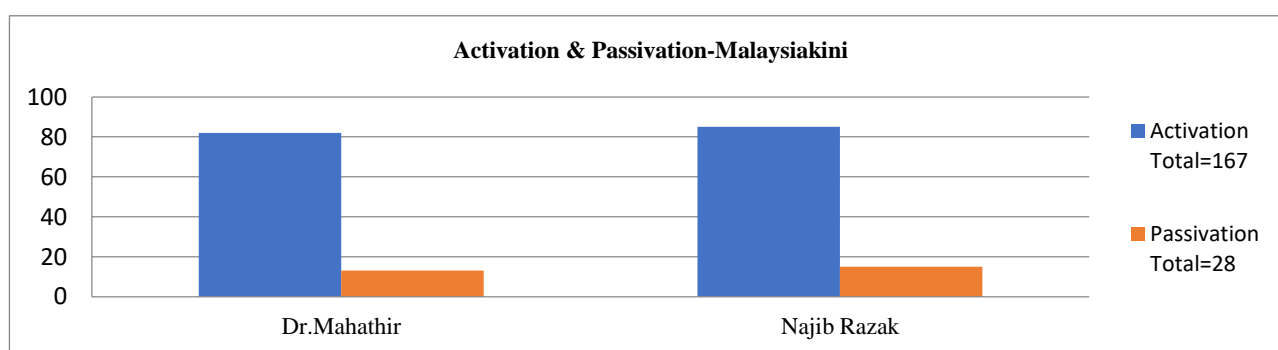


Figure 4: Activation& Passivation Role of Social Actors in ‘Malaysiakini’

Table 2: Participant Role of Social Actor in ‘NST’

Participant Role	Dr.Mahathir	Najib Razak
Actor	11 (92%)	9 (14%)
Verbiage	1 (8%)	31 (50%)
Sayer	zero	21 (34%)
Token	zero	1 (2%)

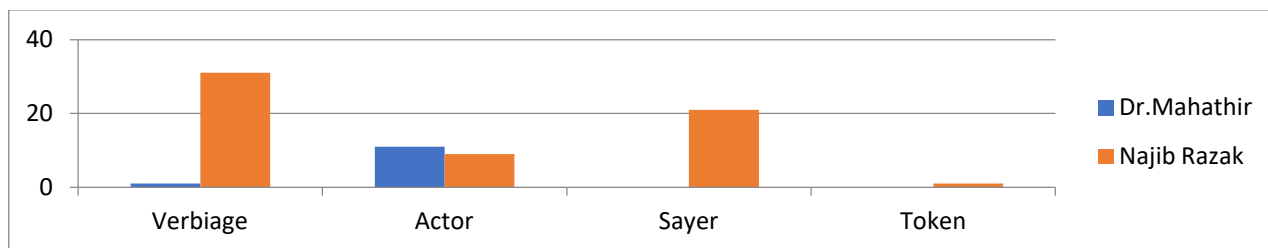


Figure 5: Participation Role of Social Actors in 'The New Straits Times'

Table 3: Participant Role of Social Actor in 'Malaysiakini'

Participant Role	Dr.Mahathir	Najib Razak
Sayer	21 (22%)	20 (20%)
Actor	29 (30%)	27 (27%)
Verbiage	33 (35%)	35 (36%)
Token	Zero	3 (3%)
Phenomena	4 (4%)	2 (2%)
Affected	1 (1%)	2 (2%)
Goal	1 (1%)	2 (2%)
Target	Zero	1 (1%)
Identified	1 (1%)	1 (1%)
Client	3 (3%)	4 (4%)
Scope	Zero	1 (1%)
Beneficiary	2 (2%)	1 (1%)
Value	1 (1%)	Zero

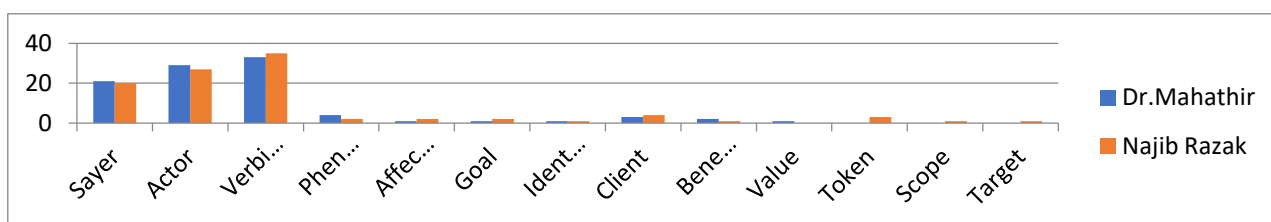


Figure 6: Participant Role of Social Actor in 'Malaysiakini'

Table 4: Transitivity Results of Social Actors in 'NST'

Process	Dr.Mahathir	Najib Razak
Material	11 (92%)	9 (14%)
Verbal	1 (8%)	52 (84%)
Relational	zero	1 (2%)

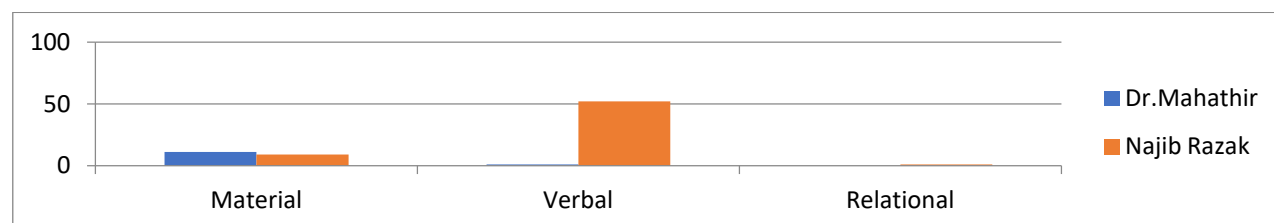


Figure 7: Transitivity Results of Social Actors in 'The New Straits Times'

Table 5: Transitivity Results of Social Actors in ‘Malaysiakini’

Process	Dr.Mahathir	Najib Razak
Material	35 (39%)	39 (37%)
Mental	3 (3%)	1 (1%)
Verbal	50 (55%)	60 (58%)
Relational	3 (3%)	4 (4%)

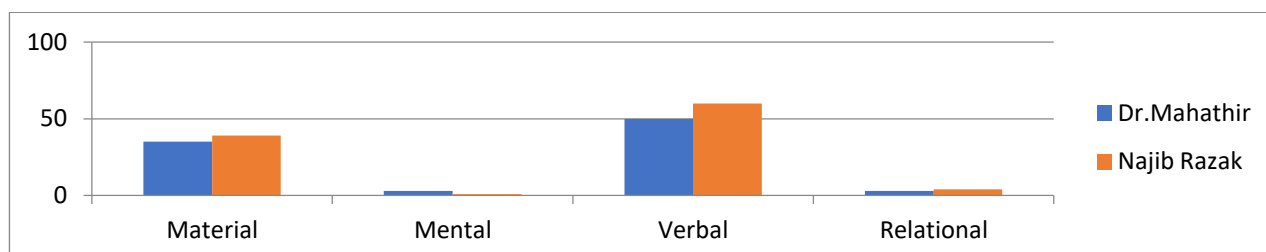


Figure 8: Transitivity Results of Social Actors in ‘Malaysiakini’

In ‘The New Straits Times’ (NST), total activation was 74 and Dr.Mahathir had been able to have 12 occurrences (16%), while on other hands Najib Razak had shown with 62 activations’ occurrences (84%) in 5 news reports only with 2,270 words. It had been seen that the newspaper used direct quotes and overall inclination seemed to be towards Najib Razak as head of government at that time. Mostly he had been quoted with 52% in ‘verbal’ process and 9% in actor role. As [Bell](#) (1991) stated quoting a journalist gets a strong grip on story by emphasizing the source of wordings. Najib Razak had been quoted while explaining his tasks and took into account Dr.Mahathir’s agenda and seemed to criticize Dr.Mahathir’s initiatives of past and future.

In contrast ‘Malaysiakini’ had 16 news reports with 6,125 words and gave more coverage to the ongoing current event with direct quotes as well as fair representation could be seen of both social actors with journalists’ voices on the issue. The total number of 167 activations occurred and Dr. Mahathir had been able to get 82 occurrences (49%) while Najib Razak got 85(51%) occurrences. On the other hand in passivation role Dr.Mahathir had been portrayed with 13 (46%) occurrences and Najib Razak with 15 (54%) occurrences respectively. The newspaper quoted Najib Razak the most in ‘verbal’ process with 60 occurrences (58%) and on second number in ‘material’ process with 39 occurrences (37%). There is a close margin among both actors in representation, which showing and giving equal opportunity to both actors as both were involved in election campaign as main competitors at the same time.

The voice of a journalist can be heard from the grammatical resources, which were presented in hard news in order to achieve the rhetorical goals by authorial identities. The attitude of the journalist by choosing the words construes meaning in different contexts to align the readers in interpersonal semantic system ([Martin&White](#), 2005). As being the political independent news media, equal and fair coverage portrays its image. The findings are similar to the research of [Sankar](#) (2013) on the Malaysian Editorials on Allah issue in which it was found that ‘The Sun’ and ‘The Star’ were aligned towards government as coming under government’s controlled news agency and analysis showed the caution was exercised while portraying the government and only government’s point of view was being enforced, while ‘Nutgraph’ had shown independent and fair coverage in contrast to mainstream media and author freely wrote about the issue without any constraint. The findings are also similar to research of [Jan](#) et al., (2013) that ‘Dawn’ was found in neutral tone as independent newspaper, while ‘The News’ approach was subjective as mainstream ([Jan](#) et al., 2013). This construes the power relation by which words create power relations in society under the influence of government power. There is a power relation among news, news institutions and journalists as per Foucault’s (1980) power is everywhere and in Malaysian society the government’s power can be seen with the portrayal of same news on two different newspapers i.e. mainstream and independent ([Foss&Gill](#), 2009).

CONCLUSION

It has been concluded that ‘Malaysiakini’ as an independent newspaper has represented the news in ‘hard news’ by quoting the actors in verbal process for supporting the write-up. Both political parties are given fair representation keeping aside the ruling and opposition current parties’ standings in the scenario. In comparison, ‘The New Straits Times’ has come up with positive maximum portrayal of Najib Razak and given little representation assayer to Dr.Mahathir as apposition leader in same time slot. ‘NST’ presented Dr.Mahathir in ‘actor’ role while Najib Razak presented in ‘verbal’ process the most for supporting the text. Both newspapers have represented direct quotations to represent both social actors’ points of view. The results of different frequencies clearly show the positive portrayal or inclination of newspaper towards one social actor and it also portrays the ideology or stance of news media like ‘NST’ shown inclination towards Najib Razak as a current ruler of government at time of data collection and his influence on ‘NST’ can be seen. ‘Malaysiakini’ has shown neutral and fair coverage towards both social actors. As quoted Iedema et al; (1994) in article of [Ochi](#), (2013) that the

objectivity in news reporting is a 'rhetorical effect' which neutralizes the ideological biases of news. The findings are based on paradigmatic perspective in which the meaning is illuminated by lexicogrammar analysis.

LIMITATION AND STUDY FORWARD

The study is limited to those countries where the press especially has to function as per the ruling government's rules and policies. For further studies, the research on any political party's performance can be conducted by adopting the same methodological approach. It determines the political power of any country on press as per Foucault's notion of power. Wodak and Meyer (2009) also stated that CDA is the most beneficial analytical technique in establishing, reproducing and maintaining the power relations in discourse. By the adoption of CDA and SFL the relation of power is construed with the grammatical choices in a text.

APPLICATION OF THE STUDY

The study is applicable in the field of linguistics and media studies in discovering the genre analysis and inclination of news institutions in a state. Furthermore; it discovers the political influence and ideology of news institutions.

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